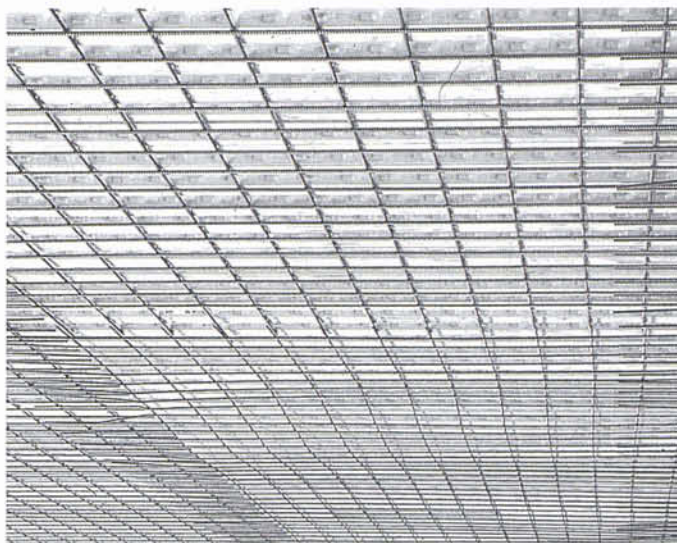
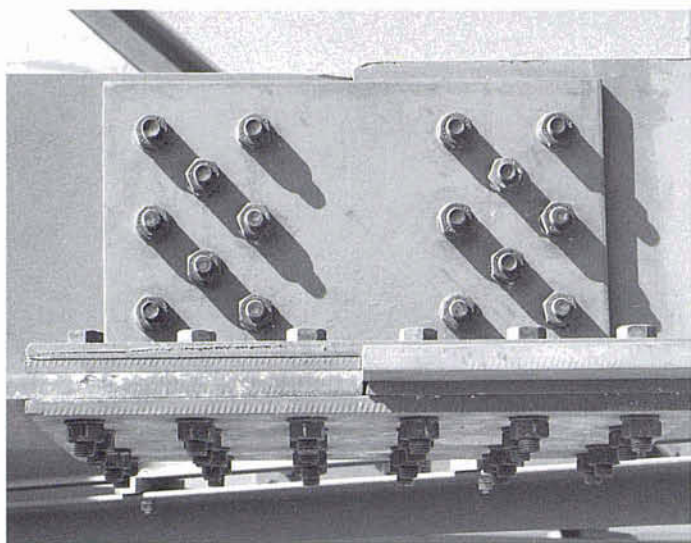


THE CENTRE FOR METALLURGICAL STUDIES AND ASSESSMENT

THE CEAM IS AN ASSOCIATION CREATED IN 1951 WITH
THE OBJECT OF DEVELOPING COMPANIES IN THE
METALLURGICAL SECTOR.

JOAN ORTEGA GENERAL SECRETARY OF THE CEAM





The "Centre d'Estudis i Assessorament Metal·lúrgic" (CEAM) is an association founded in 1951 with the object of developing companies in the metallurgical sector (metalworking, electrical production and electronics). One of its activities has involved the promotion of financial institutions in support of the sector's small and medium-sized companies. The almost 700 members are companies which receive services to make them more competitive. Training and information, concentrated in recent years in innovation and the perfection of traditional activities, have been one of the association's concerns.

In 1961 the CEAM set up a department of specialist studies in the metallurgical sector, the first of its kind in Catalonia. During these years, the association has analysed the financial, technical and institutional situation of companies on a national and international level. So far it has carried out over sixty studies for various organisations, amongst them the Commission of the European Communities, the Spanish Ministry of Industry, Barcelona City Council, the Department of Industry of the Generalitat de Catalunya and the Barcelona'92 Olympic Committee, and has published three books, *Tendències i possibilitats de la sidero-metal·lúrgia a Catalunya*, *La metal·lúrgia catalana davant el mercat comú* and *El futur de la metal·lúrgia espanyola*. Amongst the many studies the department has made, most of them concerned with industrial problems and

technological development, the following stand out: *L'impacte industrial dels Jocs Olímpics de Barcelona'92*, *Disseny d'una política tecnològica per al model industrial espanyol* and *Ajuts públics i privats a la Investigació i el Desenvolupament a Europa*.

The association provides members with a financial analysis of the market, obtained through regular surveys of the circumstances and the outlook of the metallurgical industry (twice yearly), wages (yearly), economic and financial percentages (yearly) and the effects of European integration (every two years). At the same time, the Centre d'Estudis i Assessorament Metal·lúrgic produces three regular publications offering a summary of financial information, which it distributes to companies: "Economia mes a mes", which analyses the main news printed in the daily press, "La Circular d'Informació", which includes a selection of articles from specialist magazines, and "CEAM: Internacional/Subcontractación", which provides information on fairs and commercial missions, as well as company news.

The Centre d'Estudis i Assessorament Metal·lúrgic has worked in different fields of company assessment, with the object of encouraging an increase in the quality of the processes and products, projects, developments, studies and other activities connected with the different subsectors of the Catalan metallurgical industry. Assessment has taken place in such fields as industrial

quality (diagnoses, quality control systems), economics and business management (accounting, data processing systems, marketing, value analysis), subcontracting (offers, vacancies, homologations), jurisdiction (mercantile and administrative branches and, increasingly, community law) and industrial organisation (application and improvement of working methods).

Training for business has been one of the CEAM's constant activities since its creation. The different courses that have been held have covered general aspects (quality control, staff, robotics) as well as specialised aspects (ceramics and advanced alloys) and some of them have been financed by the European Social Fund.

The penetration of foreign markets by our companies has given rise to the creation of a service directed at the promotion of exports. This service undertakes group actions in several countries, between groups of multi-sectorial businessmen with a common objective (as in the case of community aeries) and also develops international co-operation programmes between companies and promotes the creation of groups of subsidiary companies to introduce products into foreign markets (currently in the automobile electronics sector in Great Britain, France and the German Federal Republic). Finally, the Centre d'Estudis i Assessorament Metal·lúrgic encourages direct participation of groups of companies in national and international fairs. ■